

Garbo's "As You Desire Me" Creating Talking Box-Offices Across the Country

CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 8

TORONTO 2, CANADA

June 18th, 1932



**EVEN OLD MAN
DEPRESSION
HAS TO SMILE!**

(See Inside Cover)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



EVEN OLD MAN DEPRESSION HAS TO SMILE!

Cheer up
Canada!



Showmen! Tag On To
Success! Leo Leads the Way!



The eyes of the industrial world are on Metro-Goldwyn-Mayer, shining example of a company that refuses to be licked! An inspiration to the nation! In the worst year of history Leo of M-G-M has backed optimism with results. The hell with depression!

GET THIS STAMP ON YOU!

There are certain exhibitors in this country who have the Metro-Goldwyn-Mayer stamp. They walk around bearing THE TRADE-MARK OF SUCCESS! They've got that M-G-M spirit of pep and prosperity just as surely as if they had the trade-mark stamped on them!

—and there's a LOOK in their EYE that says:

TO HELL with DEPRESSION!

Frankly and fearlessly Leo talks to you, and urges you to read every word of what follows!

To hell with hokey, too! M-G-M doesn't need to cover precious white space with smoke screens. Let's face facts in the industry today! We're proud—and rightfully proud—of our product record of 1931-32! We're not cocky about it, any more than we were cocky last year or the years before when our record was equally good. If M-G-M had started to rest on its laurels at any time in the past couple of years, we would have gone the way of all flesh! But we just stuck to our jobs and worked hard—darned hard—to maintain M-G-M's high position in the industry!

The Bunk Season Is Here!

M-G-M came to you straightforwardly at so-called "Announcement Time" a year ago and stated that we wouldn't join the annual chorus of bull, we wouldn't go off half-cocked about what we were going to do during a long twelve-month ahead! Exhibitors of M-G-M are well-satisfied with what we delivered, they'd rather get results on the screen than promises in an annual announcement. Again this year M-G-M calls your attention to the fact that the prospectuses of one company look just about the same as those of another company. The artists, printers and ad writers are all okay!



"PROSPERITY" with DRESSLER MORAN is just around the corner (Watch for date!)

After The Bull Is Over!

It's what happens during the course of the year that matters. You can't show those pretty announcements on the screen. Those annual plans go to Hollywood and then it's up to the studio!



Motion picture patron learning that his local theatre is going to play GRETA GARBO'S new sensation "AS YOU DESIRE ME"

a new set-up at that place and the other—remember this is no time to gamble on prospects. This is a time when you play safe!



The most frequently used letters in the alphabet

GRETA GARBO, JOAN CRAWFORD, WALLACE BEERY, JOHN BARRYMORE, MARION DAVIES, CLARK GABLE, ROBERT MONTGOMERY, RAMON NOVARRO, JACKIE COOPER, LIONEL BARRYMORE, WILLIAM HAINES, BUSTER KEATON, JIMMY DURANTE, LEWIS STONE—we could go on indefinitely. They're all M-G-M contract names!

Think This Over!

Years ago, prior to the entrance of M-G-M in the industry, the film company which was then on top was subject to all kinds of petty criticism and abuse. It is always the case. But the motion picture industry is interested in one thing only, and demands one thing only—the best available product! It will interest film circles this year to know that the circulation of M-G-M pictures in the season 1931-32 will exceed its circulation of 1930-31. Think that over!

Our Obligation!

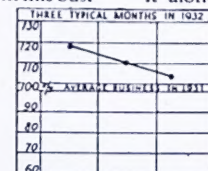
We sincerely believe we have an obligation to the industry. M-G-M pictures have been bought as a form of insurance this past year and they have fulfilled their obligation to keep many theatres open. It has been a sacred trust, we welcomed that trust. We did not fail our trust! Many a man in this business has said: "I wonder what would have happened without M-G-M's remarkable support at the box-office!" The same question may be asked about the year to come!



NORMA SHEARER CLARK GABLE in "Strange Interlude" This will be sensational!



GRETA GARBO in "As You Desire Me" It's BIG!



Here's a survey of 203 theatres playing M-G-M product in 95 situations. The average business done in those theatres in 1931 is shown by the center line. The other line shows business done by those same theatres playing M-G-M product for three months of 1932.

Another Obligation!

The people of America have a habit of getting the best, no matter what type of merchandise it may be. A theatre may be free of competition, but it is never free of the obligation to give its patrons Metro-Goldwyn-Mayer Stars, Metro-Goldwyn-Mayer Hits—the entertainment that is talked about, written about and which eventually is sought out by ticket-buyers! The theatre which is in this business to stay will never say: "The public be damned!"

TALK about MIRACLES!



Daniel in the lion's den was the sensation of his century!

Jonah and the whale was the talk of his era!



BUT THE MIRACLE OF ALL TIME!
METRO-GOLDWYN-MAYER'S Life Saving Product Licks The Greatest Depression of History!
(It's a Pleasure!)

Personalities Pay!

During tough times it becomes more apparent than ever that you're licked if you haven't got STAR names! Frantic efforts are being made in the industry to build up names—but in all honesty M-G-M's years of Star-Building have given us the edge by miles. When, if ever, can this Galaxy of Names be approached (just to mention a few).

MARIE DRESSLER, NORMA SHEARER, GRETA GARBO, JOAN CRAWFORD, WALLACE BEERY, JOHN BARRYMORE, MARION DAVIES, CLARK GABLE, ROBERT MONTGOMERY, RAMON NOVARRO, JACKIE COOPER, LIONEL BARRYMORE, WILLIAM HAINES, BUSTER KEATON, JIMMY DURANTE, LEWIS STONE—we could go on indefinitely. They're all M-G-M contract names!



"I CUT MY NOSE TO SPITE MY FACE!"

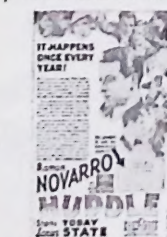
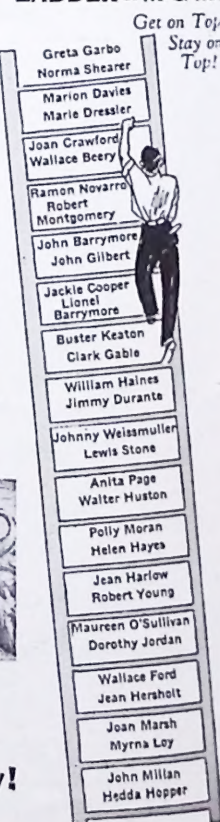
A few exhibitors who allowed their competition to get M-G-M this year will think it over more carefully in 1932-33.

Your Obligation!

Has the industry a reciprocal obligation to M-G-M? We sincerely believe it has a community interest in helping us to bring to the screen the important attractions, the Big Entertainments, the Big Stars of great appeal that have stimulated attendance! We can't do it alone. We need your sympathy.

We need your cooperation. We have received that in abundance from exhibitors who recognize M-G-M's life-sustaining position in this industry and are willing to enthusiastically go along with it!

The GOLDEN LADDER OF M-G-M!



Part of a typical M-G-M EXTRA AD CAMPAIGN in addition to Press Sheet

(continued above)

Ottawa Citizen Editorially "Knocks" "Carnival" which is particularly fine picture

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Exhibitors

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RAY LEWIS

Editor and Managing Director

Vol. 24, No. 8

TORONTO 2, CANADA

June 18th, 1932

THE FAMOUS FOURTH OF JULY



EVERY American and Canadian knows that the Fourth of July is Independence Day in the U. S. and that the entire patriotic life of the U. S. is pivoted upon this day.

We wonder how the Fourth of July will look to thousands of Americans this year, who will, during this week of the Fourth be working for Paramount-Publix, that great American Philanthropic Enterprise, without pay.

This is the second free week of work forced upon Paramount-Publix employees, after a "cut" in wages, which cut right through to the bone. A cut which did not exclude the "scrub-women", who had to accept their reductions, along with the rest, for where a soft-hearted manager was inclined to exclude "scrub-women", the not so soft-hearted auditing department found the missing dough; and for that week of free service, and the Fourth of July week to come, "scrub-women" will eat their unleavened bread, even though Six Paramount-Publix executives "get a rise" in their dough.

In Canada, we do not celebrate the Fourth of July, if we are descendants of U. E. Loyalists, or native, or British-born. About 717 years ago Britishers forced King John to sign the Magna Charta which gave Britishers, and a few more nations, who profited by the Ideas therein, certain statutes of freedom, or Independence, but in Canada we are to now have a Famous Fourth of July, for Famous Players being managed and governed by Paramount-Publix, Canadians also work two weeks for Paramount-Publix without pay.

One week is now in the past, but the next week with its Paramount Fourth of July significance, becomes a Famous Fourth of July in Canada, for again "scrub-women" can inhale "soap-suds" for their daily bread, doormen can eat the amusement tax, cashiers can eat the rubber bands on the tickets, ushers can watch for a few peanuts left in bags on seats, musicians can eat "cat-gut" and "string along for a week",

bookkeepers can "eat their figures", stenographers can take a bite out of the "type", managers of film exchanges can take a bite out of the film, while salesmen can take a bite out of the exhibitors. We must not forget the executive heads, who are such faithful servants to the Big Moguls, these faithful servants for the Famous Fourth of July Week can eat out their hearts.

Hurrah for Independence Day, the Famous Fourth of July. No wonder Sir Bulwer Lytton coined this paragraph in "The Last Days of Pompeii", to hurl at the Public, the cheering Public, "Gulls, Dupes, Fools that ye are, whether in business or in pleasure, trade or religion, ye are equally cheated by the masters that ye should rule".

THE IMPERIAL ECONOMIC CONFERENCE

THERE have been many rumours in respect to the Conference at Ottawa; and several statements made in respect to the Film Industry. The Federation of British Industries published a statement recently in The Toronto Mail & Empire presenting what it hoped to achieve for British Films. In Great Britain there have been statements purported to have been made by important Government officials concerning the coming Conference; and these statements have been unusually frank. No government official in Canada has done more than generalize in respect to what the government hopes to achieve; and have made no statements officially in respect to films.



RAW



RAY LEWIS

PRESENTS

THE STATEMENT by M. H. Aylesworth, President of the National Broadcasting Company and President of the R.K.O., to the effect that the Industry of Motion Pictures faces bankruptcy unless drastic measures are introduced, not only crashed into front page space, but brought with it a flock of editorial comment in the press.

The Digest was under the impression that the full statement of Mr. Aylesworth's report had been minimized to capitalize upon the sensational angle of the picture industry's bankruptcy. The announcement did not precipitate any decrease in prices of shares on the market, in fact one or two companies had a fractional rise.

Mr. Aylesworth's statement is certainly disquieting, because of its blunt frankness, but if a few more important men in the Industry would tell each other a few more facts, perhaps this Industry would wake up to note the direction in which it is heading!

It is quite true that the Industry of Motion Pictures will crash, if a readjustment of service value and politics is not put into operation, and the irritations within are not eliminated.

Salaries of stars and directors, salaries of executives must be adjusted to correspond with the present economic values and for the establishment of a Reserve Fund, providing this Reserve is placed, not under the control of controlling film interests, but under the control of banking trustees, created for this purpose. A central banking trusteeship for the custody of this life-saving reserve fund, should be formed, for the protection of those, who contribute to such a fund, and all the companies should adopt this plan so that it may be universal throughout the Industry.

THE FILM INDUSTRY has played the game of Wall St., without any more conscience toward Minority Shareholders, than have the other Industries of the world. This makes our Industry no better and no worse than the Blue-bloods of Industrial Finance!

We have, however, a better opportunity for a comeback than other Industries, for if the public will not buy shares, they will buy good pictures; and since our best banker and capitalist is the box-office, which is a C.O.D. Bureau for Entertainment, with no credit, but a policy of cash right on the spot, all through the Industry from public to exhibitor, and from exhibitor to distributor, the Industry of Motion Pictures will not go bankrupt, but will refinance itself, if Wall St. which is "holding the bag", and with it controlling power, refrains from wrecking the Industry in order to gain complete control.

Let it not be forgotten that when Samson wrecked the Temple of the Phillistines, destroying their god and goddesses, their altar and its worshippers, he too perished in the destruction!

This Industry needs sincerity, honest dealing, clean politics and good product to give it a leading place in the economic life of our world, with world adjustments which must inevitably follow the world-crashing of values!

A co-operative plan of operation would inspire confidence in all the departments of our Industry.

STARS, directors, executives, employees, should all contribute a percentage of their salaries, not their present salaries, but that portion which has already been cut toward a Reserve Fund, from which these contributors should collect an interest-bearing dividend, in accordance with the earning power of this investment, and this system should be followed for a term of five years.

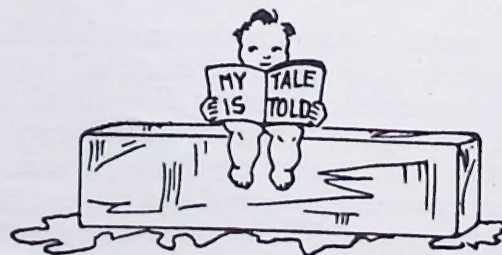
By the introduction of such a plan, the contributor would feel that his contribution was in the nature of an investment. This does not mean that the investor receives common shares, which are today "scraps of paper", but that he receives a co-operative five-year plan bond.

It should also be agreed that in the event of an employee, or executive severing his connection with the company with which he is connected, that he is privileged to receive back his contributions to the Reserve Fund, plus any interest-dividend, or he may permit this investment to remain in the Reserve Fund until the expiration period of the Five Year Plan.

It is understood that this Reserve Fund is to be utilized for the purpose of meeting operating costs, and not for the purpose of paying-off former commitments!

It shall also be agreed that these five year plan bonds shall be redeemable at the expiration of the five year plan!

WE WILL NOT go into the details of the physical operation of such a plan, this is but the barest outline, but it occurs to The Digest that this is the fairest way of dealing with necessary decreases in salaries which have been made; and which may further be found necessary.



Ed. Depinet and Jules Levey, R K O Officials Visit Toronto



Show Business



Shea's R K O Presents AI Vode-Bill

This week ye olde tyme showman, or the booking office "spread" themselves on a Vode week for R.K.O. which was as good as the best, even in ye good olde days of Shea's Vaudeville.

There was Radio's Dream Girl, "Alice Joy", in person, plus four other R.K.O. Acts, all excellent, and Joan Bennett, not in person, but on the screen, in "Careless Lady". The Digest is strong for Joan Bennett, but how about a little more flesh on the shoulder-blades, Joan? Right back of The Digest was a man and his wife. She had on a wedding ring and if she was not his wife, it served her right for letting him argue so with her. Well, the argument, seeing that we are becoming confidential, was all about Joan Bennett's figure, no, not her salary, but her form, no, not her style, but her flesh and blood, her bone. Now the wife, well, that's our story and we are sticking to it, loved Joan, thought she was so "fresh-looking", naive, you know what we mean, she did not look as if she had been handled much at Hollywood parties. The husband thought that there was too much bone showing of Joan; and he was annoyed at his wife for liking Joan's bone. To make a long story longer, the wife and he left the theatre quarrelling about Joan's bone, so Joan, if you read The Digest, which you will, because we are going to mail you one, will you please get a little more flesh on the bone, around the shoulder-blades, so that you may not remain a "bone of contention" between husband and wife!

Canada on Screen

Instructions issued by Major J. C. Boylen, Chairman of Ontario's Censor Board, are to the effect that after June 18th, the new regulations require 25 per cent. Canadian News in every news-reel shown. A former ruling established a thirty to forty per cent. British and Canadian news as being required, but the new ruling will make the percentage rate more than fifty per cent. British and Canadian in Newsreels. The forty per cent. ruling had been rigidly observed, stated Major Boylen, in respect to British News, but the Canadian news formed a very small percentage of the British News portion.

Kershaw Leaves on Holiday

Frank Kershaw, of the Osborne and Tivoli theatres, Winnipeg, has left on a month's holiday trip to Pacific Coast cities. During his absence, "Mike" Goodman, manager of the R.K.O. Winnipeg up to the closing of that theatre for the summer, will officiate at the Maryland and Osborne street houses.

"Der Kongress Tanzt"

Brush up on your German and you will know that "Der Kongress Tanzt" is "Congress Dances", the German film which has made such a hit in Europe, and which opens Saturday at the Uptown, Toronto. Incidentally "Zwei Herten", the New York film hit, "Two Hearts", comes to the Hollywood, Toronto, for a premiere showing.

William Fox too ill to testify Senate Film Probe

Canada Looks Good

To Paramount-Publix

The Toronto Financial Post had an interview with J. J. Fitzgibbons, Paramount's representative in Canada, in which Mr. Fitzgibbons is credited with having stated that of the sixty-five countries scattered all over the world, in which Paramount is doing business, the Canadian situation has one of the most favorable aspects and in looking over 1,600 theatre returns from Canada and the United States, the most prosperous and solid city in the whole American Continent right now is Toronto. Canada is not said to be over-seated and the Canadian circuit is, generally speaking, said to be in excellent shape. If we did not think that Fitzgibbons was such a good fellow we could ask him a few real questions. But, why worry a real, good Irishman?

Capitol, New York

Presents "Rio Rita" Show

Loew's Capitol is presenting a tabloid version, about an hour and twenty minutes, of the musical show, "Rio Rita", plus the picture show. It is by way of an experiment; and if it goes over, it will be tried out in six more Loew houses; and who knows but that we shall again have Loew's Pictures and Vaudeville, the foundation of Loew's Theatre Enterprises, forerunner of the days when the Public received more than its money's worth in Picture houses and Pictures were indeed "The Talk of the Town".

Col. Cooper Lauds Film

Safety at Meeting

In sixty exchanges there has not, during a period covering the last five years, been a single fire, stated Col. John Cooper in an address given at the Chateau Laurier, under the auspices of the Dominion Fire Prevention Association, which leads us to conclude that the business of distributing films in Canada is a safe investment. Ask Ray Lewis how safe!

C. J. Gallagher Suddenly Taken Ill

C. J. Gallagher, popular manager of the Prince Edward and Capitol theatres, Charlottetown, P. E. I., was taken suddenly ill and removed to the Prince Edward Island Hospital. Latest reports state that his condition is improving.

Roxy Theatre Goes Dark

The Roxy Theatre, New York, world-famous to picture-theatre patronage, has closed, it is reported, for re-organization purposes. The house will be dark for four weeks, due to a lack of strong films. The order for closing came from Harry G. Kesch, receiver. We think there is a shortage of "gelt".

Tourists Surprised Newcastle Find Real Talkie Theatre

The Royal Theatre in Newcastle, New Brunswick, having just installed a Northern Electric Sound System, opened with sound and talking pictures on the tenth with a full house of enthusiastic patrons, including some visitors from across the border, who were surprised at our advanced motion picture civilization, which included sound pictures of as good a quality as any to be seen or heard in their cities. There are still some tourists to our shores who believe that Canadians are "wild and woolly", and that "The Lady of the Snows" has given us the "icy mitt", to such an extent that we are either Esquimaux or a primitive people who shoot bears, or break the ice for food!

Toronto's Flaming Youth Real Movie Fans

The Colleges and Upper Schools in Toronto are domiciles of education which house real Movie Fans. This week, M-G-M's picture, "Huddle", won the applause from Flaming Youth, for this is a real boy and girl picture and they, meaning the boys and girls, spread the gospel around. Ramon Novarro and Madge Evans were both voted Ace High by the College Gang, who were only stopped from repeating their visit to the theatre, because of the terror of "Examination Time", incidentally, we had a banner warm week in Toronto, in which a careless temperature did not care how hot it became.

"Carnival" Gets Acclaim At the Uptown, Toronto

"Carnival", the British-Regal release, certainly won for itself much acclaim during its week at the Uptown; and Toronto was looking for another week of this splendid picture. The comments were: "It's different", "magnificent production", "such characterizations". The comments from hard-boiled fans, who have an aversion to English pictures, were as follows: "Well, I'll admit, America cannot make any better pictures than 'Carnival'." Matheson Lang and Joseph Schildkraut in the leads were both admirable. Miss Dorothy Bouchier is a superb player, a genuinely beautiful girl, with magnetic appeal and ability which is outstanding.

IF THE ECONOMIC SOLUTION MEANS BACK TO THE SOIL—WE HAVE A FARM FOR SALE

On the Dundas Highway, near Toronto, modern house, 11 rooms, all conveniences, electricity, and 177 acres good land, 10 acres apple orchard, tractor and other equipment, also 14 milk cows, four horses. Make me offer, or exchange proposition for theatre, must be modern and sound equipped, in good location, city or town.

BOX 7 — DIGEST

THEATRE WANTED

Apartment and Private House in Toronto For Sale, or will Exchange for Moving Picture Theatre. Address Showman, giving full particulars.

BOX 5 — DIGEST

Toronto Theatres

LOEW'S — Manager Jules Bernstein — "Huddle", a Metro-Goldwyn-Mayer feature with Ramon Novarro and Madge Evans.

UPTOWN — Manager Tom Daley — "Carnival", a British & Dominion production, with Matheson Lang.

SHEA'S — Manager Jerry Shea — Joan Bennett in "Careless Lady", a Fox picture, with John Boles in the supporting cast.

TIVOLI — Manager James Lynch — "Symphony of Six Millions", an R.K.O. feature with Ricardo Cortez and Irene Dunne. Directed by Gregory La Cava.

IMPERIAL — Manager H. V. Knevels — "The Tenderfoot", with Joe E. Brown, a First National Picture directed by Ray Enright.

The New Standardized Proportional Aperture

Since February 15th last, all films have been made with the picture image .600" x .825", exclusive of the sound track still running the full length of the film in its usual place. To use the new film made with this size aperture and not show a blank space at top or bottom of the screen, it is necessary to instal new standardized aperture plates of the above aperture size. Standardized Aperture Plates are now in stock, prices:—

Simplex, 75c each; Powers, \$3.00 each; DeLuxe Motiograph, \$7.50 each.

THE STANDARDIZED VOCALITE GLASS BEAD SOUND SCREEN.

The Beaded Screen Corporation, in connection with the announcement of the Standardized Aperture, have settled on a few Standard Sizes of the Vocalite Screen to match the Apertures at special prices. Regular Vocalite quality, immediate shipment.

5' 10" x 8' 0"	\$ 47.00	7' 10" x 11' 0"	\$ 87.00	10' 3" x 14' 0"	\$144.00
11' 7" x 16' 0"	\$186.00	13' 10" x 19' 0"	\$263.00	16' 0" x 22' 0"	\$352.00

The above prices include Frame, F.O.B. Toronto.

All sizes ordered other than the above Standard sizes will be at the rate of \$1.25 per square foot of picture area, frame included in this price, F.O.B. Toronto.

Allowance if you already have the frame, 10 cents per square foot.

THIS ANNOUNCEMENT MAKES IT POSSIBLE TO REPLACE THAT OLD SCREEN AT VERY REASONABLE COST. DO IT NOW!

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy with Service"

Three Lawyers Making Final Preparations 5-5-5 Standard Exhibition Contract

Round About the Studios

M-G-M Contract for Miljan and Veree Teasdale

John Miljan and Veree Teasdale have been signed to new long-term contracts by Metro-Goldwyn-Mayer, according to an announcement from the Culver City studios. Miljan has appeared recently in "Arsene Lupin", "Are You Listening?" "The Wet Parade" and "Night Court".

Miss Teasdale received her new contract as a result of her work in "Skyscraper Souls", which is being directed by Edgar Selwyn. Miss Teasdale is from the Broadway stage, having played recently in "The Greeks Had a Word For It" and "Experience Unnecessary". "Skyscraper Souls" was adapted from the well-known novel by Faith Baldwin, "Skyscraper".

Carl Laemmle Improving

Carl Laemmle, President of Universal, will leave the hospital in Baltimore on Wednesday, completely recovered from his recent operation. He will probably spend several weeks in New York before going back to California. He has given up his usual summer trip to Europe in order to be in California for the Olympic Games. As President of the famous Breakfast Club in Hollywood, he anticipates a great deal of official entertaining in Los Angeles.

Capri to Direct "Bitter Tea of General Yen"

Frank Capra, who recently completed Columbia's "American Madness", will have as his next directorial assignment "The Bitter Tea of General Yen". This powerful drama, adapted from Grace Zaring Stone's international best seller, has a spectacular background of Chinese uprisings and civil war, but the war angle is superseded by the romantic story of an American girl caught in Shanghai and captured by a Nationalist general.

Constance Cummings and Anna May Wong have the featured feminine roles. The male lead will be announced within a few days.

A cast of old timers well known in the silent slapstick days, headed by Clyde Cook and Billy Bevens, has been assembled for "Thundering Taxis", the first of the new Taxi Boys series of comedies which goes into production early this week at the Hal Roach studios. Paulette Goddard, newly signed contract player, will have the important feminine role in the film.

M-G-M Lease Theatre for "Speak Easily"

The Mason Theatre, one of the largest houses in Los Angeles, has been leased to provide actual backstage atmosphere for Buster Keaton's new Metro-Goldwyn-Mayer comedy "Speak Easily".

A complete installation of studio equipment including sound recorders, lights, and a battery of cameras, is now in operation. Portable generating systems supply electrical power with service trucks travelling back and forth from the M-G-M lot, carrying props, costumes and other incidentals for the company.

"Life Begins" Reaches Completion

"Life Begins", the unique drama set in the maternity ward of a great city hospital, reached completion at the west coast studios a week ago Saturday, according to a wire from the Hollywood headquarters of First National. Loretta Young and Eric Linden are to be co-starred in this picture, which has been directed by James Flood and Elliott Nugent. Other members of a large cast are Aline MacMahon, Preston Foster, Vivienne Osborne, Mary Phillips, Esther Howard, Elizabeth Patterson, Glenda Farrell, Ruthelma Stevens, Frank McHugh, Walter Walker, Reginald Mason, Gilbert Roland, Herbert Mundin, Helena Phillips, Hale Hamilton, Dorothy Peterson, Dorothy Tree, Clara Blandick and Terrance Ray.

Eunice Chapin to Adapt "Child of Manhattan"

"Child of Manhattan," Preston Sturges' Broadway stage success of the current season, recently acquired by Columbia Pictures will be adapted to the screen by Eunice Chapin, author of the novels, "Pick Up" and "City Girl".

"Child of Manhattan" tells the story of the romance between a taxi dancer and one of New York's richest men.

E. H. Griffiths Will Direct "The Animal Kingdom"

Edward H. Griffith is becoming Philip Barry's motion picture "ghost". Having transferred the New York playwright's previous successes, "Paris Bound" and "Holiday" to the screen, Griffith will direct "The Animal Kingdom", Barry's latest Broadway hit, for R.K.O. Radio Pictures.

Three Barrymores In "Rasputin"

"Rasputin" has been announced as the production which will occupy the combined attention of the three Barrymores, Ethel, John and Lionel, at the Metro-Goldwyn-Mayer studios. This picture is based on an unpublished story by Alfred Henschke Klambund. The director has not yet been selected. The period of the story is Russia of the 1907-17 decade, when the famous "Black Monk" was the power behind the throne. Lionel will play Rasputin; Ethel the Empress and John the Grand Duke.

Lew Ayres in Universal's "Okay, America"

Lew Ayres was definitely assigned yesterday to star in the columnist story written by William Anthony McGuire. Its tentative title is "Okay, America". It had been originally written for Walter Winchell, who was unable to accept the role on account of his newspaper and radio contracts. Production will start the first of July.

Columbia Signs Genevieve Tobin

As the result of her performance in the feminine lead of Columbia's "Hollywood Speaks", the colorful romance of a hollywood columnist and a struggling extra girl, Genevieve Tobin has been placed under a long-term contract by the company. Eddie Buzzell is directing the production.

Harry Langdon Signed by Educational

Harry Langdon, the sad-eyed comedian, has been signed by Educational Pictures to star in a series of comedies, consisting of six two-reelers. The Langdon comedies will be released under Educational's brand name, "Mermaid".

Players Added to Cast of "Air Mail"

Universal's "Air Mail" is taking on players at an amazing rate. Yesterday found the names of Charles de la Motte, Beth Milton, Louise McIntosh, Katherine Perry and Lew Kelly placed on the roster. The featured players in this story by Lt. Comm. Frank Wead and Dale Van Every are Ralph Bellamy, Pat O'Brien, Slim Sumnerville, Gloria Stuart, Russell Hopton and Lillian Bond. John Ford is in his fourth week of production.

FitzGibbons, Paramount, tells Financial Post Canada best for Films of 65 Countries

Regal's British Features Are Bringing Happiness to Canadian Box Offices!

**"Sunshine
Susie"**

Played
6 Weeks
at the
Uptown,
Toronto
Breaking
All
Canadian
Records

"Carnival"
is

Packing
'Em In
at the
Uptown,
This
Week!

Sunshine Susie

THE BIG "HAPPINESS HIT"
A Gainsborough Super-Feature Picture

Michael and Mary

YEAR'S MOST UNUSUAL ROMANCE!
A Gainsborough Production

Carnival

SEASON'S GREATEST SPECTACLE
A British and Dominion Production

Lady Panniford's Folly

Edgar Wallace Story with Stars of "Michael and Mary"
A Gainsborough-British Lion Production

The Ringer

BROADWAY'S CURRENT SENSATION
A Gainsborough-British Lion Picture

The Ghost Train

Featuring "Sunshine Susie's" Comedy Star,
JACK HULBERT
A Gainsborough-British Lion Picture

The Hound of the Baskervilles

CONAN DOYLE'S BEST MYSTERY STORY
A Gainsborough Picture

The Man They Couldn't Arrest

WHAT A TITLE! WHAT A WINNER!
A Gainsborough Picture

**"Michael
and Mary"**

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